

Thursday, May 28, 2009

Inspirational giving: The Elliott-Stinson Challenge match update

By Robin Michel, SBA Development Director

Last fall, SBA Dean Mohan Tanniru and I met with R. Hugh Elliott, a longtime OU supporter, and Craig Stinson (SBA '84) to discuss how OU's School of Business Administration is on the cusp of transformation. Based on their own leadership roles in the business community, they both knew that making this transformation wasn't a matter of one or two people making a difference, but an entire movement of people. In this case alumni, faculty and students are the ones pivotal to shifting the SBA from a good school to a great one.

That's why Elliott and Stinson were so enthusiastic to match each gift to the individual donor's passion at the SBA through their \$500,000 challenge match that began November 1, 2008, and runs through October 31, 2009.

In one case, some of Professor Frank Cardimen's former students believe so strongly in the value his MBA international travel course offers that they have contributed enough money to underwrite a number of \$1,000 scholarships for this year's participants, as well as written testimonials about their experiences.

In another case, an alumnus in Hong Kong and I have e-mailed about his desire to personally help three SBA students travel to China and participate in the study-abroad program the SBA is offering with OU's School of Engineering and Computer Science.

Those are only two examples of how SBA alumni are taking advantage of the Elliott-Stinson Challenge to transform students' lives. As you read through this issue of SBA Insight, take time to remember your own experiences at the SBA and consider how you can personally get involved at a level that is meaningful to you.

I invite you to experience the new SBA and become part of the transformation. One great way is through the SBA's ACHIEVE program, which connects students to alumni in the community. Through your participation, you'll see the caliber of students the SBA is attracting and how the SBA program has grown over the years.

Contact me at (248) 370-2121 or michel@oakland.edu and I will be your personal ambassador to the SBA or campus.

To take advantage of the Elliott-Stinson Match Challenge, contribute online at www.sba.oakland.edu/give or contact Robin Michel, SBA development officer, at michel@oakland.edu or (248) 370-2121.

SUMMARY

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